

### **REMARKS**

This amendment is a full and timely response to the Non-Final Office Action dated September 18, 2008. Reexamination and reconsideration are respectfully requested.

Claims 1-21 are currently pending in this application, claims 1, 17 and 18 being independent.

#### **I. Claim Rejections – 35 U.S.C. §§102 and 103**

##### **1. Claims 1-6, 8-20**

Claims 1-6, 8-20 are rejected under 35 U.S.C. 102(e) as anticipated by Reisman et al. (US Patent Publication No. 20030229900), in alternative, under 35 U.S.C. 103(a) as obvious over Reisman et al. in view of Martin et al (U.S. Patent Publication No. 2002-0067376). The rejection is traversed for reasons set forth below.

##### **Claim 1**

Claim 1 is directed to a display device for displaying display information in a display area, the display device comprising: a display unit configured to display said display information; means for receiving display control information emitted from an information processing terminal through a read area on the display area; and a setting unit configured to set the relationship between the display area and the display information based on the received display control information; a display control unit configured to control said display unit to display the display information so as to be displayed in the display area, based on the display control information set by the setting unit.

Reisman et al. arguably teaches a method and apparatus for browsing using multiple coordinated device sets. Martine et al arguably teaches a portal for a communications system.

However, the applied art fails to disclose, teach or suggest “means for receiving display control information emitted from an information processing terminal through a read area on the display area”.

Thus, claims 17 and 18 are patentable over the applied art. Therefore, withdrawal of the rejection and allowance of the claims is respectfully requested.

**Claims 2-6 and 8-16**

Since claims 2-6, and 8-16 depend on claim, they are allowable for the reasons that claim 1 is allowable, and further allowable by reason of the additional limitations set forth therein. Withdrawal of the rejection and allowance of the claims is respectfully requested.

**Claims 17 and 18**

Claim 17 is directed to a display method of a display device that is capable of displaying display information in a display area of a display unit, the display method comprising the steps of: receiving display control information emitted from an information processing terminal through a read area on the display area; and setting the relationship between the display area and the display information based on the received display control information.

Claim 18 is directed to a storage medium for storing a computer-readable program to be executed by a computer to carry out processing, wherein said program is a display processing that is capable of displaying display information in a display area of a display unit, said program comprising the steps of: receiving display control information emitted from an information processing terminal through a read area on the display area; and setting the relationship between the display area and the display information, based on the received display control information; and controlling said display unit to display the display information as to be displayed in the display area, based on the display control information set in the setting step.

Similarly to claim 1, the applied art fails to disclose, teach or suggest a step of “receiving display control information emitted from an information processing terminal through a read area on the display area.”

Thus, claims 17 and 18 are patentable over the applied art. Therefore, withdrawal of the rejection and allowance of the claims is respectfully requested.

### **Claim 7**

Claim 7 is rejected under 35 U.S.C. 103(a) as obvious over Reisman et al. in view of Martin et al., in further view of Zimmerman et al. The rejection is traversed for reasons set forth below.

Since claim 7 depends on claim 1, claim 7 is allowable for the reasons that claim 1 is allowable, and further allowable by reason of the additional limitations set forth therein. Withdrawal of the rejection and allowance of the claim is respectfully requested.

## **II. Newly Added Claims**

By the foregoing amendment, Applicant has added claim 21 in order to claim various features of the invention. Since claim 21 depend on independent claim 1, it is allowable for at least same reasons that claim 1 is allowable.

## **III. Conclusion**

In view of the following arguments, all claims are believed to be in condition for allowance over the prior art of record. Therefore, this response is believed to be a complete response to the Office Action. However, Applicant reserves the right to set forth further arguments supporting the patentability of their claims, including the separate patentability of the dependent claims not explicitly addressed herein, in future papers. Further, for any instances in which the Examiner took Official Notice in the Office Action, Applicant expressly does not acquiesce to the

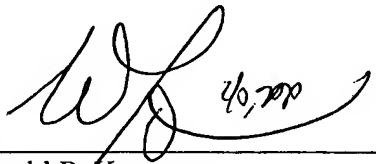
Application No. 10/671,713  
Amendment dated December 5, 2008  
Reply to Office Action of February 25, 2008

Docket No.: SON-2831

taking of Official Notice, and respectfully requests that the Examiner provide an affidavit to support the Official Notice taken in the next Office Action, as required by 37 CFR 1.104(d)(2) and MPEP § 2144.03.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 18-0013, under Order No. SON-2831 from which the undersigned is authorized to draw.

Dated: December 5, 2008

  
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